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| | UČNI NAČRT PREDMETA/COURSE SYLLABUS |
| Predmet | Retorika |
| Course title | Rhetoric |

| Študijski program in stopnja Study programme and level | Študijska smer Study field | Letnik Academic year | Semester Semester |
|---|---|---------------------------------------|------------------------------------|
| Poslovna informatika / I. stopnja | Poslovna informatika | 2./3. letnik | 4./5. |
| Business Informatics / 1 st Cycle | Business Informatics | 2 nd /3 rd year | 4 th /5 th |

Vrsta predmeta/Course type

izbirni / elective

Univerzitetna koda predmeta/University course code

I_PI_IP_UN7

| Predavanja Lectures | Seminar Seminar | Sem. vaje Tutorial | Lab. vaje Laboratory work | Teren. vaje Field work | Samost. delo Individ. work | ECTS |
|--------------------------------------|----------------------------------|-------------------------------------|--|---|---|-------------|
| 30 | | 30 | | | 90 | 6 |

Nosilec predmeta/Lecturer:

izr. prof. dr. Jasmina Starc

Jeziki/ Predavanja/Lectures:
Languages:

slovenski/Slovenian

Vaje/Tutorial:

slovenski/Slovenian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

- Vpis v drugi ali tretji letnik študijskega programa.
- Študent mora pred izpitom pripraviti in predstaviti seminarsko nalogo.

Prerequisites:

- The prerequisite for inclusion is enrolment in the second or third year of study.
- Students have to successfully prepare and present a seminar paper before the examination.

Vsebina:

- *Uvod.* Vloga in pomen retorike kot discipline uspešnega (govornega) prepričevanja in argumentiranja v poslovnem svetu, nastanek in zgodovina retorike, dejstveni in čustveni pomen jezika pri retoriki: verbalna in neverbalna komunikacija, paraverbalna komunikacija (pomen in

Content (Syllabus outline):

- *Introduction.* The role and importance of the rhetoric as a discipline, a successful (voice) persuasion and argumentation in the business world, the origin and history of rhetoric, facts and emotional importance of language in the rhetoric: verbal and non-verbal communication, para-

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| <p>moč barve, intonacije, jakosti, ritma, takta in tempa glasu ter pomen pavz), zvrstnost jezika in javno nastopanje, trening večje fleksibilnosti in samozavesti, aktivno poslušanje.</p> <ul style="list-style-type: none"> • <i>Etika dialoga.</i> Spoznajo temeljna prepričevalna sredstva, razumejo maksime kvalitete, kvantitete, spoznavajo razliko med dobrimi in slabimi argumenti, dialogika, manipulacija. • <i>Oblike govorov.</i> Kratek govor, informativni govor, prepričevalni govor, improvizirani govor, daljši govor. • <i>Sestavni deli retorične tehnike.</i> Temelji dobre in učinkovite predstavitve, vsebine govorov, sestavni deli govorov, priprava (kako se na nastop pripravimo, premagovanje nelagodja in treme pred nastopom, • upravljanje s stresom, usklajevanje telesa, glasu in čustev z vsebino nastopa) in izvedba govora (govornik kot medij, ohranjanje dobrega stika s poslušalci, moč besed, kako ravnamo z vprašanji in ugovori, analiza po govoru). • <i>Znanje in veščine dobrega govornika.</i> • <i>Odnos poslovnežev do nastopov in predstavitev.</i> • <i>Govori na delovnem mestu, v klubih in združenjih, v javnosti.</i> | <p>verbal communication (the importance and power of colour, intonation, volume, rhythm of voice and the importance of gaps in the speech), varieties of language and public speaking, training of flexibility and self-esteem, active listening.</p> <ul style="list-style-type: none"> • <i>The ethics of dialogue.</i> Learning about the basic means of persuasion, understanding the maxims of quality, quantity, learn about the differences between good and bad arguments, dialogue and manipulation. • <i>Types of speeches.</i> Short speech, informative speech, persuasive speech, improvised speech, long speech. • <i>Components of rhetorical techniques.</i> The foundations of good and effective presentation, the content of the speech, parts of speeches, preparation (how to prepare a speech, overcoming stage fright and discomfort before the presentation, how to manage stress, coordination of body, voice and emotions to the content occurrence) and the implementation of speech (speaker as a medium, maintaining contact with the audience, the power of words, how we handle questions and objections, a speech analysis). • <i>Knowledge and skills of a good speaker.</i> • <i>The relationship of businessmen to the performances and presentations</i> • <i>Speeches at the workplace, in clubs and associations, in public.</i> |
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Temeljna literatura in viri/Readings:

Temeljna literatura/Basic literature

- Bole Vrabc, A. in Ilich, B. (2000). *Govori za vse priložnosti.* Radovljica: Oziris.
- Carnegie, D. (2004). *Kako se naučiš javno nastopati in govoriti.* Ljubljana: Mladinska knjiga.
- Enkelmann, N. B. (1997). *Moč retorike: prepričati z govorom, glasom in osebnostjo.* Kranj: Vernar Consulting.
- Kennedy, G. A. (2001). *Klasična retorika.* Ljubljana: Založba ZRC.
- Lerche, R. (1996). *Veščine javnega nastopanja.* Radovljica: Skriptorij KA.
- Sloane, T. O. (2001). *Encyclopedia of Rhetoric.* Oxford: Oxford University Press.
- Zidar, T. (1996). *Retorika: moč besed in argumentov.* Ljubljana: Gospodarski vestnik.

| Cilji in kompetence: | Objectives and competences: |
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| <p><i>Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:</i></p> <ul style="list-style-type: none"> • fleksibilna uporaba znanja v praksi; • občutljivost/odprtost za ljudi in socialne situacije ter razvoj komunikacijskih spretnosti za domače in mednarodno okolje; • etična refleksija in zavezanost profesionalni etiki v poslovnem okolju, spoštovanje nediskriminatornosti in multikulturalnosti v organizaciji in njenem (mednarodnem) okolju; • sposobnost pridobivanja, selekcije in evalvacije novih informacij in zmožnost ustrezne interpretacije v kontekstu na področju ekonomije, podjetništva, poslovne informatike, ravnanja z ljudmi, kvantitativnih metod, prava in poslovanja; • sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju upravljanja in poslovanja; • razumevanje individualnih vrednot in vrednotnih sistemov, obvladovanje profesionalno-etičnih vprašanj; • usposobljenost za preverjanje in ocenjevanje dosežkov zaposlenih ter oblikovanje povratnih informacij; • komuniciranje s strokovnjaki z različnih področij gospodarskega in družbenega življenja; • sodelovanje z interesnimi skupinami (dobavitelji, kupci, konkurenci in politico, ...). | <p><i>The learning unit mainly contributes to the development of the following general and specific competences:</i></p> <ul style="list-style-type: none"> • flexible use of knowledge in practice • sensitivity/openness to people and social situations and the development of communication skills for both, domestic and international environment; • ethical reflection and commitment to professional ethics in the business environment, respecting non-discrimination and multiculturalism in an organization and its (international) environment; • the ability to access, select and evaluate new information and the ability for a relevant interpretation in the context of economics, entrepreneurship, business informatics, human resources, quantitative methods, law and management; • the ability to use information and communication technology and systems in business and management; • understanding individual values and value systems, managing professional and ethical issues; • the ability to check and evaluate an employee's performance and giving feedback; • communicating with experts from various fields of economic and social life; • collaboration with stakeholder groups (suppliers, customers, competition and politics, ...). |

| Predvideni študijski rezultati: | Intended learning outcomes: |
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| <p>Študent/študentka:</p> <ul style="list-style-type: none"> • pozna in razume pomen retorike; • pozna in razume vlogo retorike v poslovnih odnosih; • pozna in obvladuje osnove retorike in argumentacije; • pozna in razume pomen jezikovnih | <p>Students:</p> <ul style="list-style-type: none"> • know and understand the importance of rhetoric; • know and understand the role of rhetoric in business relations; • know and master the basics of rhetoric and argumentation; |

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| <p>struktur, logike, konteksta, različnih vrst občinstva za razumevanje, razlago in tvorbo različnih vrst besedil;</p> <ul style="list-style-type: none"> • razume interakcijsko delovanje dejavnikov, ki vplivajo na uspešnost govorjenja; • pridobljeno znanje uporablja pri procesih pisnega, verbalnega in neverbalnega komuniciranja; • reflektira in kritično ovrednoti različne (lastne in opazovane) govorne izkušnje; • kritično spremlja in reflektira različna besedila, jih analizira, če so napisana skladno z retoričnimi pravili in ugotovitve utemelji; • pozna in razume umeščenost svojega strokovnega področja v širše družbene, kulturne in vrednostne kontekste ter z refleksijo teh kontekstov oblikuje intelektualno aktiven in profiliran odnos do sveta. | <ul style="list-style-type: none"> • know and understand the importance of language structures, logic, context, different types of audiences for understanding, interpretation and production of various types of texts; • understand the interaction of different factors affecting the performance; • use the knowledge gained in the process of written, verbal and non-verbal communication; • reflect on and critically evaluate different (and own observation) performance experience; • monitor, critically reflect and justify different texts, analysing if they are written in accordance with the rules and rhetorical considerations; • know and understand how the area of expertise fits into the broader social, cultural and value contexts and develop intellectually active and shaped relationship to the world by reflecting those contexts. |
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Metode poučevanja in učenja:

Learning and teaching methods:

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| <ul style="list-style-type: none"> • <i>predavanja</i> z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov), • <i>seminarske vaje</i>: priprava, predstavitev in uspešen zagovor seminarske naloge, portfolio (reševanje problemov, študije primera, kritično presojanje, diskusija, refleksija izkušenj, vrednotenje, projektno delo, timsko delo). | <ul style="list-style-type: none"> • <i>lectures</i> with active student participation (explanation, discussion, questions, examples, problem solving), • <i>seminar tutorial</i>: preparation, presentation and a successful defence of a seminar paper, portfolio (problem solving, case studies, methods of critical thinking, discussion, reflection of experience, evaluation, project work, team work). |
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Načini ocenjevanja:

Delež (v %)
Weight (in %)

Assessment:

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| <p>Načini:</p> <ul style="list-style-type: none"> • izpit • izdelava, predstavitev in zagovor seminarske naloge <p>Ocenjevalna lestvica: ECTS.</p> | <p>60 %</p> <p>40 %</p> | <p>Types:</p> <ul style="list-style-type: none"> • exam • preparation, presentation and defence of the seminar paper <p>Grading scheme: ECTS.</p> |
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